

Can-Spam - Additional Comments: 1. Address inclusion in emails should allow for P.O. Boxes. Recognition of small businesses and seasonal merchants needs to be addressed. For example, you hold a trade show(a Train Show for example) every 6 months, you do not have a physical address to list since your location for the show varies. For security reasons, a home address should not be used. Therefore a PO Box where the business mail goes would be valid. A spammer can use a fictitious street address just as easily as a fictitious P.O.Box. This law is aimed at spammers, not legitimate mailers. 2.

Transactional and Relationship emails - definition needs to be expanded to include addresses that are physically gathered off line such as mailing lists at above mentioned trade shows. For example, if you have gathered postal and email address information using sign up cards at a trade show for the past 10 years, these individuals are expecting to receive an email from you notifying them of the next event. The definition does not include event notifications such as this. Also, if they change their email address and someone new has that email address, the new email address holder could complain that you have spammed them. The law needs to be flexible to account for items such as this. It also needs to account for small businesses that do not frequently email and therefore could have this scenario more often. 3. Spam reporting rewarding system - this would be very detrimental - if every person that received a piece of spam then forwarded it, this could then double the amount of spam traffic already at a high level on the internet. An electronic submission site could minimize this impact. The sending email address needs to also be notified when a complaint has been filed giving a legitimate mailer the opportunity to respond. Transaction confirmation, event notification and other types of these messages could be reported as spam that are legitimate messages. Also, the case of someone with a new email address that was previously in use could report emails as spam that the original email address holder expected. 4. Emails I receive from companies I do business with should not have to label their subject lines as potential spam - such as businesses notifying me of upcoming sales, promotions, events, offers, etc. By doing so, these emails would never be received since filters would be set up to screen them.

Businesses I have never done transactions with should not send me these emails (no need to address subject line formats in this case) - these would be spam. For example, if I have signed up to be notified the next time Best Train Show is in town, I want to receive that email. Best Train Show should be permitted to email me and I should be allowed to receive the email and not have it screened as spam. If I changed my email address and didn't inform Best Train Show, they shouldn't be penalized for emailing someone else that may now have my email address. Also, if I did not properly give my email address to them, they should not be penalized if they send an email mistakenly to a wrong address. In addition, if the email address was mistyped while sending this email, they should not be penalized for making a typo. This is a low tech business using email to notify customers, not a high tech company doing business on the internet. Legitimate small business can be hurt by having to spend more money and resources in order to continue to have email relationships with their existing customers. They should not have to be penalized for the impact caused by the spammers.